

EJ IWG Public Participation (PP) Committee Meeting

February 8, 2017, 1:00pm – 2:00pm

Teleconference: Ex. 6 - Personal Privacy

MEETING GOALS: status update on EJ IWG annual report & press release plans; begin developing concrete tasks to accomplish Committee's FY2017 goals

AGENDA

- 1:00 pm Roll Call / Welcome
- 1:05 pm **FY 2016 EJ IWG Accomplishments Report – status**
- Agency edits on draft report due on Feb. 13
 - Strategy Committee will revise draft and finalize
 - PP Committee coordinates with Strategy Committee to develop press release and blog post
 - Post report and press release & blog - Late February
- 1:15 pm **EJ IWG Factsheet – status check regarding posting**
- Translated into five languages
(English/Vietnamese/Chinese/Spanish/Portuguese)
 - Spanish and Portuguese versions of text have been reviewed
- 1:25 pm **Any Additions to list of upcoming events/activities** (see attachment)
the committee should be aware of?
- 1:30 pm **Committee deliverables** - develop deliverables (tasks to accomplish) to achieve our fiscal year 2017 goals (see next page for list of goals)
- 1:50 pm **Mustafa's Farewell** on Feb. 21st @ 3:30pm - EJ IWG Presentation ideas
- 1:55 pm **Next Steps** – any additional next steps not previously discussed
Send out request to committees regarding planned activities/events when FY goals are finalize.

Next meeting is February 22nd

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As a reminder, here is the Committee's *internal* list of FY 2017 goals:

1. Implement strategy(ies) to address the "**Digital Divide**"¹
2. Focus on **prioritizing in-person outreach efforts through** community visits and public dialogue sessions that solicit feedback from residents directly experiencing environmental impacts. (see Framework FY2016 priorities)
3. Enhance EJ IWG **Website Presence** & highlight our tagline
"Accessible/Aware/Accountable"
(<https://www.epa.gov/environmentaljustice/federal-interagency-working-group-environmental-justice-ej-iwg>)
Articles, blog posts,
4. Next Step from EJ IWG Principals' meeting - **Support the establishment of community revitalization advisory boards**
Will revisit at a later date
5. Review EPA's National EJ Advisory Council meeting notes for relevant feedback/recommendations for PP Committee

Here is what is included in the draft **FY 2016 EJ IWG Accomplishments Report**:

- Prioritize in-person outreach efforts through community visits and public dialogue with the EJ IWG
- Enhance EJ IWG's Web Presence
- Implement additional strategies to help bridge "digital divide"
- Identify, or develop where necessary, additional communication tools (such as blogs, agency newsletters, talking points, etc.)

¹ NOTES FROM PRIOR MEETING RE: **DIGITAL DIVIDE** →

1) **Diversify** – overarching theme - we need to be diverse in our efforts and not rely on just on means of reaching communities

2) **Minority Radio Stations** – in addition to Black syndicated radio stations reach out to newspapers, etc; also need to reach Hispanic radio stations, etc

3) **Direct outreach to community leaders** –

4) **Congressional Hispanic Caucus Institute** and other contacts in Hispanic community

5) **Social media & "Influencers"** – "Influencers" or "amplifiers") are people with established/trusted social media presence that have significant following already (ie. 70,000 people). When you partner with them, they can help you reach folks on Twitter, Facebook, etc.

6) **Schools** – do not forget to reach out to schools

7) **Native American / Indigenous Peoples** – Outreach is government-to-government, but for EJ it is also grassroots. We need to be sensitive about how this is done. We need to connect with the EJ IWG NA/IP committee to make sure we are incorporating the diverse means of communication that will be most effective. We want to be aware of existing contacts – for example, the White House has Tribal Nations contacts because of conferences that have been held.

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Team Members

- Marsha Minter (EPA/Co-chair)
- Kevin Olp (EPA)
- Laura Godfrey (GSA)
- Christy Jackiewicz (GSA) – ad hoc / as relevant issues arise
- Bianca Norman (GSA) – ad hoc / as relevant issues arise
- Amy Vance (DHS)
- Kim Lambert (DOI)
- Lauren Meredith (DOI/USBR)
- Cynthia Ferguson (DOJ/Co-chair)

Committee Purpose

"This committee will develop listening sessions and other similar opportunities for the Interagency Working Group, federally recognized tribes, and other members of the public. It will propose venues and agendas, and facilitate participation by Federal agencies and members of the public. The committee will also help coordinate responses to public input." EJ IWG MOU Charter (Nov. 18, 2014), p. 3; *see also* Executive Order No. 12898 (Feb. 11, 1994), Section 5-5.

Suggested Committee Permanent Responsibilities/Functions

- (1) Keep EJ IWG fact sheet and web page current
- (2) Make EJ IWG banner pop-up/table cloth (or other materials) and ensure available for public events
- (3) Request articles and/or ideas for EJ blog posts (**Quarterly**)
- (4) Schedule and manage/lead (?) **quarterly** public conference calls
- (5) Create a template for other EJ IWG committees to request our services/blog (always make a request at monthly EJ IWG meetings)
- (6) Facilitate translation of EJ IWG documents
- (7) Develop consistent engagement process for the public with the EJ IWG
- (8) Other activities (Newsletter/Social Media/Press Releases/ NEJC Conference)

Meeting Schedule

The EJ IWG Public Participation Committee **meets on the 2nd and 4th Wednesday of each month at 1:00pm.**